Deepti Mansukhani

UX Designer | www.deeptimansukhani.com | hi@deejot.me

Experience

UX Design Consultant, Eviction Prevention (Contract)
Partnership for the Homeless, July 2020 - Present, New York, NY

The Eviction Prevention department saw a rise in clients with high rental arrears due to COVID-19, that required immediate financial relief to avoid getting evicted. This created backlog, and the team faced challenges in providing timely and accurate assistance. I was brought in to help solve this problem and determine how we can accommodate growing number of clients, expedite and simplify the overall application process (online and offline) and provide better customer service.

Phase **one** kickstarted with reviewing the existing user flow, identifying key touchpoints and steps clients take from first point of contact to receiving assistance, identifying key pain points and frustrations in the application and approval process and making recommendations. Phase **two** included redesigning website's Homepage and Application page, creating mockups of the online application form, redesigning dashboard that tracks supporting documents, performing regular A/B testing and making iterations based on client feedback.

Highlight: The team went from assisting four to forty clients in a week, with an 85% decrease in error rate.

UX Designer (Freelance)
Blue Corner Creative Agency, Oct 2019 – Oct 2020, New York, NY

Assisted Senior Product Designer in design and development of responsive websites and mobile apps for clients in tech, education and e-commerce.

Scope of work would include conducting user research through qualitative interviews, aligning user and business needs, conducting competitor analysis, synthesizing data, heuristic evaluations, creating personas, user journey mapping, building sitemaps, crafting user flows, building wireframes and prototypes for key pages and screens such as user sign up, onboarding, browsing, payment and checkout processes, usability testing and presenting style guides in compliance with WCAG guidelines.

Client and project details are showcased on website.

Wedding Planner & Event Producer (Founder)
Dee Weddings, 2013 – 2019, New York, NY

Planned intimate to large scale events and weddings for clients from diverse backgrounds. Awarded WeddingWire Couples Choice in 2017.

Skills

User research
Usability testing
Heuristic evaluations
Affinity mapping
Journey mapping
User flows
Personas
Wireframing
Prototyping
Design strategy
Visual design
Interaction design

Programs

Balsamiq, Sketch, InVision, Adobe XD, Figma, understanding of HTML, CSS and Zeplin

Education

UX Design, General Assembly, New York

Masters in HRM, Griffith University, Australia

About

Curious and driven to solve user problems and design experiences that make things simple and easy for users. My approach: open-minded, empathetic and iterative.